



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/24 thru 11/30.

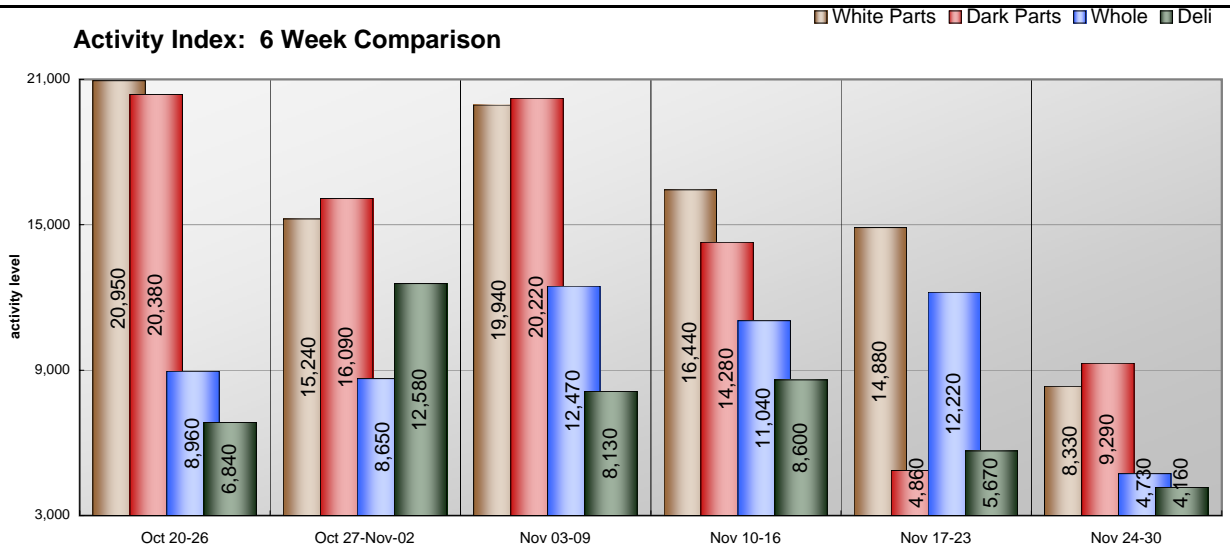
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 24, 2006

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	37.6% of 17,000 outlets		81.2% of 17,000 outlets		50.9% of 16,700 outlets	
Special Rate 2/	0.6%		7.0%		1.9%	
Activity Index 3/	26,940		38,140		21,690	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRD:						
bagged fryer	940	0.93	1,770	0.86	1,760	0.89
cut-up fryer	60	1.47	390	1.32	120	1.28
bagged roaster	2,600	1.02	6,640	1.17	2,830	1.16
cornish hen	1,130	1.72	3,420	1.87	1,180	1.70
DELICATESSEN:						
Whole Rotisserie:						
< 2 lbs.	1,230	6.00	3,840	5.25	3,070	5.60
2.1-3.0 lbs.	260	6.99	310	7.44	160	7.99
8-pc Chicken	2,670	6.94	1,520	5.82	860	5.76
PARTS:						
Bnls/Sknls Breast						
regular pack	3,720	3.20	4,910	2.98	2,250	2.59
value pack	930	1.96	3,870	2.23	1,650	2.23
thin sliced	1,310	3.39	1,250	4.17	940	3.65
Breast Tenders						
regular pack	1,430	4.05	2,170	3.52	1,150	3.35
value pack	110	2.57	380	2.16	20	2.78
Split, bn-in Breast						
regular pack	620	1.59	1,560	1.44	480	1.54
value pack	100	1.52	340	1.49	440	1.11
Whole Wings						
Leg Quarters	1,100	0.52	500	0.49	2,390	0.68
Legs						
Thighs	2,140	0.80				
regular pack	190	1.00	390	1.36	350	1.29
value pack	2,580	0.86	1,100	0.98	490	1.11
Drumsticks						
regular pack	190	1.00	520	1.41	350	1.35
value pack	2,580	0.89	1,220	1.00	380	1.19
Bnls/Sknls Thighs						
regular pack	250	2.63	1,050	2.23	160	1.99
value pack	260	1.69	80	1.58		
9 pc Combos						
drum-thigh-breast	380	1.29	440	1.53	530	1.50
drum-thigh-wing	50	0.99	70	0.99	110	1.45

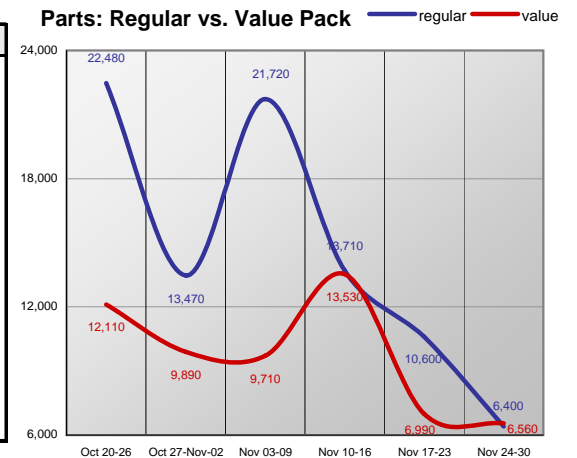
Activity Index: 6 Week Comparison



Chicken Featuring - 11/24 thru 11/30

National Summary figures decline sharply as the Thanksgiving retail ads take their toll. Holiday ads center on traditional items leaving chicken to fend for its self. Whole birds drop in offerings, deli whole body falls too, the exception is a slight rise in 8 piece availability. White meat cuts were irregular on volume and price. Dark meat parts, especially leg quarters, whole legs and value pack drums and thighs return in volume at attractive pricing. Specialty products make a run at the consumer while organic products are a no show. Chicken should reappear for first of the month ads, but in what volume and at what value remains to be seen.

Parts: Regular vs. Value Pack



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/24 thru 11/30.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 24, 2006

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	68.8% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 13,740				35.0% of 4,700 sampled outlets 2.2% of stores w/ no-price promotions Activity Index = 3,560				38.1% of 2,800 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,030			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.29		840	0.94	0.69 - 0.99		90	0.91	0.99		10	0.99
cut-up fryer	1.19 - 1.69		50	1.57					0.99		10	0.99
bagged roaster	0.79 - 1.29		1,170	1.10	0.88 - 1.29		580	0.99	0.79 - 1.19		820	0.93
cornish hen	1.29 - 1.99		630	1.65	1.79 - 2.18		290	1.83	1.29 - 2.18		150	1.71
DELICATESSEN: Whole Rotisserie:												
< 2 lbs.	3.99 - 5.99	each	180	5.73	3.99 - 6.19	each	880	6.18	4.99	each	30	4.99
2.1-3.0 lbs.	6.99	each	260	6.99								
8-pc Chicken	4.99 - 8.99	each	1,520	7.24	5.99 - 7.99	each	70	7.85	3.99 - 5.99	each	100	4.60
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.79 - 3.99	2.19 - 3.99	1,430	3.57	1.97 - 2.18	2.99	350	2.35	1.97 - 2.99	1.79 - 3.29	520	1.99
value pack	1.99	1.00 - 2.49	890	1.96					2.55		10	2.55
thin sliced	3.29 - 3.99	2.79 - 4.99	290	3.96	3.49	2.99 - 4.99	910	3.01		4.99	110	4.99
Breast Tenders												
regular pack	2.99	1.99 - 4.99	600	4.00	1.99	4.99	20	2.74		4.99	110	4.99
value pack		1.99 - 2.99	90	2.47		2.99	20	2.99				
Split, bn-in Breast												
regular pack	1.49 - 1.99	1.99	460	1.70	1.49		10	1.49	0.99 - 2.49		70	1.50
value pack	1.69	0.99 - 1.49	80	1.53		1.49	20	1.49				
Whole Wings	1.99	1.49 - 1.69	90	1.78		1.69	20	1.69				
Leg Quarters	0.49 - 0.59	0.49 - 0.69	830	0.55			270	0.42				
Legs	0.79 - 1.09	0.79	720	0.80	1.09	0.39 - 0.69	10	1.09	1.09		20	1.09
Thighs												
regular pack	0.98	0.99 - 1.19	180	1.00			10	0.99				
value pack	0.79 - 1.19	0.79 - 0.99	1,190	0.94								
Drumsticks												
regular pack	0.98	0.99 - 1.19	180	1.00			10	0.99				
value pack	0.79 - 1.39	0.79 - 0.99	1,190	1.00								
Bnls/Sknls Thighs												
regular pack	2.99	2.99	180	2.99						1.69	70	1.69
value pack		1.69	260	1.69								
Combo Packs (9 pc)												
drum-thigh-breast	1.29		380	1.29								
drum-thigh-wing	0.99		50	0.99								

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 24, 2006

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	14.7% of 2,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,490				25.2% of 1,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,960				14.6% of 1,000 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 160			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer												
cut-up fryer												
bagged roaster	1.09		20	1.09					0.99		10	0.99
cornish hen	1.99		60	1.99								
DELICATESSEN:												
Whole Rotisserie:												
< 2 lbs.									4.99 - 5.49 each		140	5.41
2.1-3.0 lbs.												
8-pc Chicken	4.99 - 6.99 each		480	6.27	6.99 each		500	6.99				
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	3.49	3.29 - 3.49	430	3.48	3.49	3.49	990	3.49				
value pack		1.79	30	1.79								
thin sliced												
Breast Tenders												
regular pack		3.99	200	3.99		3.99	500	3.99				
value pack												
Split, bn-in Breast												
regular pack		1.00	70	1.00					0.99		10	0.99
value pack												
Whole Wings												
Leg Quarters												
Legs	0.79	0.79	400	0.79	0.79	0.79	990	0.79				
Thighs												
regular pack												
value pack	0.79	0.79	400	0.79	0.79	0.79	990	0.79				
Drumsticks												
regular pack												
value pack	0.79	0.79	400	0.79	0.79	0.79	990	0.79				
Bnls/Sknls Thighs												
regular pack												
value pack												
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/poultry/pymn.htm>



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/24 thru 11/30.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 24, 2006

	NATIONAL SUMMARY								<div>Percentage of Stores Featuring Specialty/Organic Product versus Regular Product/5</div> <div><div>Specialty</div><div>Organic</div></div>																																
	SPECIALTY				USDA ORGANIC																																				
	THIS WEEK		LAST WEEK		THIS WEEK		LAST WEEK																																		
Feature Rate 1/	13.3% of 17,400 outlets		3.8% of 17,400 outlets		0.0% of 17,400 outlets		2.2% of 17,400 outlets																																		
Activity Index 3/	2,900		1,590				320																																		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	<table><thead><tr><th>Period</th><th>Specialty (%)</th><th>Organic (%)</th></tr></thead><tbody><tr><td>Oct 20-26</td><td>10.7%</td><td>2.2%</td></tr><tr><td>Oct 27-Nov-02</td><td>10.3%</td><td>0.6%</td></tr><tr><td>Nov 03-09</td><td>12.2%</td><td>1.8%</td></tr><tr><td>Nov 10-16</td><td>7.7%</td><td>1.6%</td></tr><tr><td>Nov 17-23</td><td>8.3%</td><td>2.0%</td></tr><tr><td>Nov 24-30</td><td>17.3%</td><td>0.0%</td></tr></tbody></table>												Period	Specialty (%)	Organic (%)	Oct 20-26	10.7%	2.2%	Oct 27-Nov-02	10.3%	0.6%	Nov 03-09	12.2%	1.8%	Nov 10-16	7.7%	1.6%	Nov 17-23	8.3%	2.0%	Nov 24-30	17.3%	0.0%
Period	Specialty (%)	Organic (%)																																							
Oct 20-26	10.7%	2.2%																																							
Oct 27-Nov-02	10.3%	0.6%																																							
Nov 03-09	12.2%	1.8%																																							
Nov 10-16	7.7%	1.6%																																							
Nov 17-23	8.3%	2.0%																																							
Nov 24-30	17.3%	0.0%																																							
Whole Fryer	390	1.43	370	1.37			80	2.99																																	
Bnls/Sknls Breast	1,240	3.84	360	4.49			20	7.99																																	
Breast Tenders			90	3.29	--	--	--	--																																	
Split, bn-in Breast	290	2.38	50	1.31			130	4.49																																	
Whole Wings							30	2.49																																	
Leg Quarters					--	--	--	--																																	
Legs																																									
Thighs	200	1.39	360	1.23			30	2.49																																	
Drumsticks	780	1.61	360	1.23			30	2.49																																	
	NORTHEAST				SOUTHEAST				MIDWEST				SOUTH CENTRAL				SOUTHWEST				NORTHWEST																				
	Specialty				Specialty				Specialty				Specialty				Specialty				Specialty																				
Feature Rate 1/	36.5% of 3,900 sampled outlets				1.8% of 4,800 sampled outlets				3.6% of 2,800 sampled outlets				7.1% of 2,800 sampled outlets				23.9% of 2,000 sampled outlets				0.0% of 1,000 sampled outlets																				
Activity Index 3/	Activity Index = 1,850				Activity Index = 110				Activity Index = 240				Activity Index = 200				Activity Index = 500				Activity Index = 0																				
	price range	stores	wtd avg		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg																			
Whole Fryer		1.49	340	1.49		1.49	10	1.49	0.79 - 0.99	40	0.90			3.99	200	3.99		3.99	500	3.99																					
Bnls/Sknls Breast	3.99 - 4.99		410	4.15					1.99 - 2.99	130	2.09																														
Breast Tenders																																									
Split, bn-in Breast	1.59 - 3.49		260	2.47	1.59		20	1.59	1.59		1.59																														
Whole Wings																																									
Leg Quarters																																									
Legs																																									
Thighs		1.49	160	1.49		1.49	10	1.49	0.79	30	0.79																														
Drumsticks	1.49 - 1.69		680	1.64	1.49 - 1.69		70	1.68	0.79	30	0.79																														
	USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic																				
Feature Rate 1/	0.0% of 3,900 sampled outlets				0.0% of 4,800 sampled outlets				0.0% of 2,800 sampled outlets				0.0% of 2,800 sampled outlets				0.0% of 2,000 sampled outlets				0.0% of 1,000 sampled outlets																				
Activity Index 3/	Activity Index = 0				Activity Index = 0				Activity Index = 0				Activity Index = 0				Activity Index = 0				Activity Index = 0																				
	price range	stores	wtd avg		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg																			
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Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.